



Association of Accounting Technicians of Sri Lanka

July 2017 Examination

**Questions and Suggested Answers
Subject No : SS1**

**EFFECTIVE COMMUNICATION SKILLS
(ECS)**

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THE ASSOCIATION OF ACCOUNTING TECHNICIANS OF SRI LANKA
EDUCATION AND TRAINING DIVISION

July 2017 Examination
(SS1) Effective Communication Skills

SUGGESTED ANSWERS

SECTION – A

Three (03) compulsory questions.
(Total 30 marks)

Suggested Answers to Question One:

Question No.	Correct answer
1.1	(2)
1.2	(3)
1.3	(2)
1.4	(2)
1.5	(4)
1.6	(3)
1.7	(1)
1.8	(4)
1.9	(3)
1.10	(1)

(10 marks)

Suggested Answers to Question Two:

Question No.	Answer
(2.1)	Although
(2.2)	For example
(2.3)	as a result
(2.4)	Furthermore
(2.5)	because
(2.6)	that
(2.7)	In the same way
(2.8)	so
(2.9)	Though
(2.10)	also

(10 marks)

Suggested Answers to Question Three:

Introduction:

The graph shows the financial performance of the (organization / company) over a period of five years from 2011 to 2016. The vertical axis indicates the amount in Rupees millions and the horizontal axis indicates the years from 2016 to 2011. The striped bar indicates the profit while the checked bar indicate the turnover.

Over a period of five years from 2011 to 2016, the financial year 2011 to 2012 had indicated the highest margin with a profit of 310 million while the financial year 2013 to 2014 indicated the lowest profit margin of 20 million.

Take as a whole over the period of five years the turn over and the profit of the organization indicated a fluctuating trend.

(10 marks)



End of Section A

Three (03) compulsory questions.

(Total 40 marks)

Suggested Answers to Question Four:

(A)

Question No:	Answer
(4.1)	'Eksath Enterprises'
(4.2)	June 1972
(4.3)	Mr. Eksath Perera
(4.4)	45 th anniversary
(4.5)	20th of June
(4.6)	Plaza Building on Main Street
(4.7)	Most Exclusive Stationer
(4.8)	All the staff and customers
(4.9)	Gold fountain pen
(4.10)	Serve the clientele even better

(10 marks)

(B)

Question No.	Answer
(4.11)	(1) have an able staff
(4.12)	(1) bring more benefits to
(4.13)	(4) there is no signal
(4.14)	(3) should use several methods
(4.15)	(4) supporter of equity theory
(4.16)	(2) there is uncertainty
(4.17)	(2) motivation mechanism
(4.18)	(4) those with need for personal achievement
(4.19)	(3) share profits of company with employees
(4.20)	(2) practical and useful

(10 marks)

(Total 20 marks)

Suggested Answers to Question Five:

(A)

Question No.	Answer
(5.1)	at the time of the sale
(5.2)	On completion of a sale
(5.3)	pay by credit card or online
(5.4)	debtors on a regular basis
(5.5)	than buying capital items

(05 marks)

(B)

Dear Sir,

We thank you for your inquiry of June 23rd regarding the availability of our steel products. We regret to say our products are not available right now. It is because our factory is closed for repairs and production has stopped. If you're still interested please contact us later in the year.

Thank you again and we look forward to hearing from you.

Sincerely yours

(05 marks)

(Total 10 marks)

Suggested Answers to Question Six:

Good morning everyone!

As the convener of this conference I have been vested with the responsibility of introducing the guest speaker for today, and consider it as an honour and a privilege to do so. So let me briefly give you an introduction to our guest speaker who is a renowned entrepreneur and a business person of the country Mr. Deshamanyahe Damith Janapriya Wijayasooriya. The Chairman and the Founding Director of Asian Holdings Pvt. Ltd.

The company under his leadership last year was recorded as one of the most trusted entities of Sri Lanka by the Annual Awards of the Chamber of Commerce and it has been listed among the top ten business entities of Sri Lanka with an Asian ranking of 248 among top five hundred Asian companies.

If I were to talk about his academic achievement, he graduated from University of Sri Jayawardenapura with a First Class Honours in Accounting and Financial Management.

He obtained his Masters Degree from University of Southern Victoria along with several post graduate diplomas in the fields of Business Management and Finance. Mr. Wijayasooriya started his career as a Junior Executive and after four years he started his own company which has now grown in to be one of the leading companies in the region.

With all the sophistication in his professional life he is yet a very simple and a charming person. An avid reader, an effective trainer who conducts a lot of training for both his own company staff and outside. A person who is considered also to be a very powerful speaker for different types of audiences.

So without taking much of your time let me take this opportunity to invite Mr. Wijayasooriya to the podium and hope that all of you will get the maximum of his speech.

Thank you!

(10 marks)

End of Section B

Two (02) compulsory questions.

(Total 30 marks)

Suggested Answers to Question Seven:

No. Old Rd.
Gampaha Norht
Gampaha

23 July 2017

Manager
Lake Front Bookshop
Fort
Colombo – 01

Dear Sir,

Reminder on Business.LK magazine subscription

On the 26th April 2017 I made a payment of LKR 3,600/- to your bookshop as subscription for the magazine Business.LK for the year 2017. I have attached a copy of the payment receipt with this for your information. As yet I have not received any copy of the magazine despite several telephone reminders I gave to your Distribution Manager on several occasions.

I wish to express my strongest disappointment with the negligence of your organization's service and kindly request you to send me the copies of the magazine for the last three months.

Your prompt action in this regard is appreciated.

Yours faithfully,



Danajaya Saparamadu

(15 marks)

Suggested Answers to Question Eight:

As you may have noticed in the report on the financial performance of the company, last year the company has not been at a very satisfactory level as profits have decreased. Something that is not very usual for our organization, because we were able to continuously maintain a profit for a long period of time. Some of the factors which lead to that situation is I think with budget forecasting and also the country as whole was undergoing a period of financial instability. All these factors together might have contributed to the decline in profit last year. We will make sure that we will be coming up with better forecasting and more aggressive marketing strategy for this year not only to regain profit but also to increase both the revenue and the profit margin. For this we already have very good news as the company has already received a considerably larger order to supply our products continuously for the coming three months. According to the order if the customer is happy with our products, they will extend the order for the rest of the year so this will help us to not only recover the profits that we lost last year, but with a little more business if we are able to bring in through our own effort, we will be able to surpass the profit that we recorded in previous years.

If you need further details about the order that we have received, pleased refer to the documents that I have provided. So in this effort I kindly request the support of everyone.

Thank you!

(15 marks)

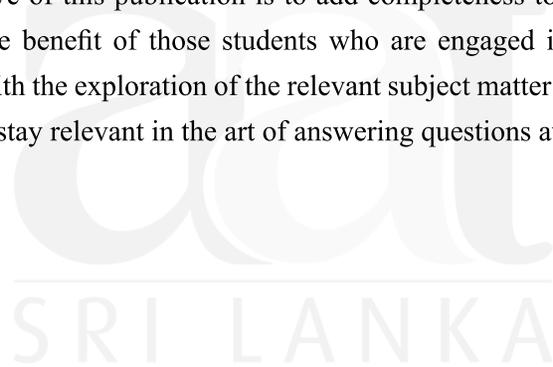
End of Section C

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These should be understood as Suggested Answers to question set at AAT Examinations and should not be construed as the “Only” answers, or, for that matter even as “Model Answers”.

The fundamental objective of this publication is to add completeness to its series of study texts, designs especially for the benefit of those students who are engaged in self-studies. These are intended to assist them with the exploration of the relevant subject matter and further enhance their understanding as well as stay relevant in the art of answering questions at examination level.



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